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DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN			Attorney Docket Nu	mber	Google-74 (GP-282-00-US)		
			First Named Invento	r	Paul BUCHHEIT		
PATENT APPLICATION (37 CFR 1.63)		COMPLETE IF KNOWN					
		Application Number	10/814,104				
Declaration Submitted OR Submitted after Initial with Initial Filing (37 CFR 1.16 (e)) required)	Declaration	Fliing Date	Marc	ch 31, 2004			
	Submitted after Initial	Art Unit	3622				
	Examiner Name	Name Not yet assigned					

As the below named inventor, I here	by declare that:								
My residence, mailing address, and ci	tizenship are as stated belo	w next to my name.							
I believe I am the original and first inv	entor of the subject metter (which is claimed and for v	vhich a patent is soug	ht on the invention entitled:					
RENDERING CONTENT-TARGETED ADS WITH E-MAIL									
	(Title of the li	nvention)		-					
the specification of which									
ls attached hereto									
OR	OR								
was filed on (MM/DD/YYYY)	March 31, 2004	as United States	3 Application Number	or PCT international					
L									
Application Number 10/814,104	and was amend	ed on (MM/DD/YYYY)		(If applicable).					
I hereby state that I have reviewed and understand the contents of the above Identified specification, including the claims, as amended by any amendment specifically referred to above.									
I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.									
International mining date of the community community particular in the property claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(6)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
Additional foreign application nur	mbera are listed on a supple	emental priority data shee	t PTO/SB/02B attach	ed hereto:					

[Page 1 of 5]

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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Utility or Design Patent Application								
Direct all correspondence to: 🗵 Customer Numbe or Bar Code Labe			prespondence address below					
Name Straub & Pokotylo	14111.14.4411.010.0011							
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor								
City Tinton Falls		State NJ	ZIP 07724-3260					
Country USA Tele	ephone (732) 5	42-9070	Fax (732) 542-9071					
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.								
NAME OF SOLE OR FIRST INVENTOR:	A petition h	es been filed for this unsig	ned inventor					
Given Name (first and middle [if any]) Paul or Surname BUCHHEIT								
Inventor's Signature			7-22-09					
Residence: City Mountain View	State CA	Country USA	USA Chtizenship					
Mailing Address 900 High School Way, Apt. # 23	324		•					
City Mountain View	State CA	zip 94041	Country USA					
NAME OF SECOND INVENTOR:	A petition has	s been filed for this uneign	ed Inventor					
Given Name (first and middle [if any]) Yingwei Claire		Family Name or Surname CUI						
Inventor's Signature	1		7/16/04					
Residence: City Cupertino	State CA	Country USA	Peoples Republic of Clttzenship China					
Malling Address 6092 Willowgrove Lane			————					
City Cupertino	State CA	ZIP 95014	Country USA					
Additional inventors are being named on the _2_su	pplemental Additio	onal inventor(s) sheet(s) PTO/SE	3/02A attached hereto.					

Please type a plus aign (+) inside this box

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ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

	-							
Name of Additional Joint Inventor, if any:				A petition has been filed for this unsigned inventor				
Given Name (first and middle [if any])		Family Name or Surname						
Jing			LII	м				
Inventor's Signature	3.					7/16/2004.		
Residence: City Senta Clara	State	_ CA	,	Country USA		Chtzenship Singapore		
Malling Address 2481 Austin Place								
Mailing Address								
City Santa Clara	Stat	_e CA		ZIP 95050	Count	y USA		
Name of Additional Joint Inventor, if any:								
Given Name (first and middle [if any])			\Box	Family N	ame or S	urname		
Narayanan				SHIVAKUMAR				
Inventor's Signature						Date		
Residence: City San Jose	Stat	CA		Country USA		Citizenship India		
Mailing Address 1093 McKay Drive								
Mailing Address								
City San Jose	Sta	te CA		ZIP 95131	Cou	ntry USA		
Name of Additional Joint Inventor, if any	y:			A petition has been file	d for this	unsigned inventor		
Given Name (first and middle [if any])				Family Nan	e or Sur	name		
Michael			TS	AO				
Inventor's Date 7/16/4								
Residence: City San Mateo	State	CA		Country USA		Citizenship USA		
Mailing Address 2153 De Anza Boulevard								
Mailing Address		-						
City San Mateo	State	CA		ZIP 94402	C	ountry USA		

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DECLARATION AND
ADDITIONAL

POWER OT ATTORNEY

Supplemental Sheet Page 5 of 5

Name of Additional Joint Inventor, if any	;			A petition has bee	n filed for	this unsigned inventor		
Given Name (first and middle [if any])				Family P	Name or Su	mame		
Russ		TUC	ж					
Inventor's Signature				Date 7/21/04				
Residence: City San Jose	Stai	te CA		ountry USA		Citizenship USA		
Mailing Address 1136 S. Blaney Avenue								
Malling Address								
city San Jose	Sta	te CA		ZIP 95129	Coun	try USA		
Name of Additional Joint Inventor, if any:				A petition has been	n filed for ti	his unsigned inventor		
Given Name (first and middle [if any]) Family N					y Name or	Surname		
Inventors								
Signature	1			· · · · · · · · · · · · · · · · · · ·		Date		
Residence: City	Sta	rte.		Country		Citizenship		
Malling Address								
Mailing Address								
City	St	ate		ZIP	Co	untry		
Name of Additional Joint Inventor, if an			□ A	petition has been		s uneigned inventor		
Given Name (first and middle [if any])		1	Family Name or Surname					
					•			
Inventors Signature Date						Date		
Residence: City	Stat	te		Country		Cittzenship		
Mailing Address								
Malling Address								
City	Stat	te		ZiP		Country		

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DECLARATION AND POWER OF	Attorney Docket Nu	mber	Google-74 (GP-282-00-US)	
ATTORNEY FOR UTILITY OR DESIGN	First Named Invento	г	Paul BUCHHEIT	
PATENT APPLICATION	COMPLETE IF KNOWN			
(37 CFR 1.63)	Application Number	10/814,104		
Declaration Declaration	Filing Date	March 31, 2004		
Submitted OR Submitted after Initial	Art Unit	3622		
With Tritial Filing (surcharge Filing (37 CFR 1.16 (e)) required)	Examiner Name	Not yet assigned		

As the below named inventor, I hen	eby declare that:		• • •						
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inv	entor of the subject matter	which is claimed and for w	hich a patent is soug	ht on the invention entitled:					
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: RENDERING CONTENT-TARGETED ADS WITH E-MAIL									
	(Title of the la	nvention)		J					
the specification of which	•	,							
ls attached hereto									
OR									
was filed on (MM/DD/YYYY)									
Application Number 10/814,104	and was amend	led on (MM/DD/YYYY)		(if applicable).					
I hereby state that I have reviewed an any amendment specifically referred to	d understand the contents of above.	of the above identified spe	cification, including th	ne claims, as amended by					
I acknowledge the duty to disclose Information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-pert applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.									
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
Additional foreign application nur	mbers are listed on a supple	emental priority data sheet	PTO/SB/02B attach	ed hereto:					

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application Direct all correspondence to: Customer Number 26479 or Bar Code Label OR Correspondence address below Name Straub & Pokotylo Address 620 Tinton Avenue, Bldg, B, 2nd Floor City Tinton Falls State NJ ZIP_07724-3260 Country USA Telephone (732) 542-9070 Fax (732) 542-9071 I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. NAME OF SOLE OR FIRST INVENTOR: A petition has been filed for this unsigned inventor Given Name **Family Name** (first and middle [if any]) Paul **BUCHHEIT** or Surname inventor's Signature Date Residence: City Mountain View State CA Country USA Citizenship Mailing Address 900 High School Way, Apt. # 2324 City Mountain View CA 94041 ZIP Country USA NAME OF SECOND INVENTOR: A petition has been filed for this unsigned inventor Given Name **Family Name** (first and middle [if any]) Yingwei Claire or Surname CUI Inventor's Signature Date Peoples Republic of Residence: City Cupertino CA State USA Citizenship China Country Mailing Address 6092 Willowgrove Lane City Cupertino State CA 95014 Additional inventors are being named on the __2_supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

[Page 3 of 5]

Please type a plus sign (+) inside this box				Modified PTO/S8/02A (11-00) Approved for use through 10/31/2002, OMB 0651-0032 U.S. Petent and Trademark Office; U.S. DEPARTMENT OF COMMERCE and to a collection of information, upless it contains a waite OMB control number.			
DECLARATION AND POWER OT ATTORNE)		ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5				
_Name_of Additional Joint Inventor, If an	y:		A-petition-has-been-filed-for-this-unsigned-inventor—				
Given Name (first and middle [if any]	,			Family Name	or Sur	name	
Jing			Lin	4			
Inventor's Signature						Date	
Residence: City Santa Clara	ara State CA			Country USA		Citizenship Singapore	
Mailing Address 2481 Austin Place							
Mailing Address							
City Santa Clara	, Santa Clara State CA			ZIP 95050 Country USA			
Name of Additional Joint Inventor, if any:				A petition has been filed	for this	s unsigned inventor	
Given Name (first and middle [if any])					ne or Sc	urname	
Narayanan			_ _!	SHIVAKUMAR			
Inventor's Signaturo						Date Ay 20'04	
Residence: City San Jose	State	CA		Country USA		India Citizenship	
Malling Address 1093 McKay Drive						,	
Malling Address							
City San Jose	State	CA		ZIP 95131	Cour	ntry USA	
Name of Additional Joint Inventor, if an	y:			A petition has been filed	for this	unsigned inventor	
Given Name (first and middle [if any])			Family Name or Surname				
Michael			TSA	AO			
Inventor's Signature						Date	
Residence: City San Matco	State	CA		Country USA		Cittzenship USA	
Mailing Address 2153 De Anza Boulevard							
Malling Address							
City San Marea		C.A.		04402		TICA	

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U.S. Peten Supplemental Sheet Page 5 of 5 **POWER OT ATTORNEY**

Name of Additional Joint Inventor, if any: A polition has been filed for this unsigned inventor						this unsigned inventor	
Given Name (first and middle [if any])				Family Name or Sumame			
Russ				TUCK			
Inventor's Signature					Date		
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Mailing Address 1136 S. Blaney Avenue							
Mailing Address							
City San Jose	Sta	te CA		ZIP 95129	Coun	try USA	
Name of Additional Joint Inventor, if any:			A petition has been filed for this unsigned inventor				
Given Name (first and middle [if any])			Family Name or Surnamo				
inventor's Signature						Dato	
Residence: City	Sta	ste		Country		Citizenship	
Mailing Address							
Mailing Address							
City	St	ate		ZIP	Co	untry	
Name of Additional Joint Inventor, if ar	ıy:			A petition has been flic	d for thi	s unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname				
Inventor's Signature						Date	
Residence: City	Stat	ie		Country	_	Citizenship	
Mailing Address							
Mailing Address							
City	Stat	e		ZIP	١	country	

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